



College of Aerospace Doctrine, Research, and Education

***PSYOP
and
Counter
Propaganda
IW-110***



AFDD 2-5

INFORMATION

SUPERIORITY

INFORMATION

OPERATIONS

INFORMATION-in-WARFARE

gain



exploit

Precision Nav & Position	ISR	Weather
Other Info Collection/ Dissemination Activities		PAO

INFORMATION WARFARE

defend



attack

COUNTERINFORMATION

DEFENSIVE COUNTERINFORMATION		OFFENSIVE COUNTERINFORMATION	
Information Assurance	Counter-intelligence	PSYOP	Physical Attack
OPSEC	Counter-Propaganda	Military Deception	Electronic Warfare
Electronic Protect	Counter-Deception	CNA	PAO
CND	PAO		

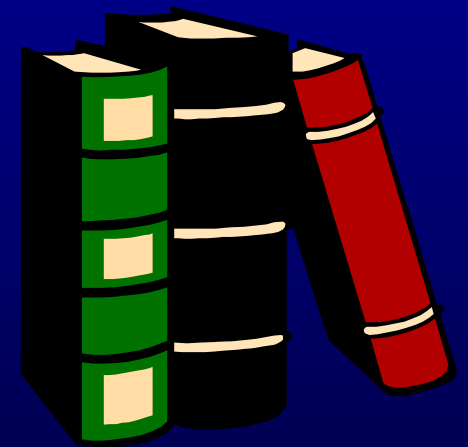
**Successfully executed
Information Operations
achieve information superiority**

Outline

- **Publications & Players**
- **Definition**
- **Categories & Types**
- **Principles & Objectives**
- **Organization**
- **Environment**
- **Counter Propaganda**
- **Tools**
- **Examples**

Key Publications

- **1990 PSYOP Master Plan**
- **DoD Directive S3321.1**
- **Joint Pub 3-53**
- **Air Force Doctrine Document 2-5.3**
- **AFI 10-702**
- **Army FM 3-05.30**



The Players

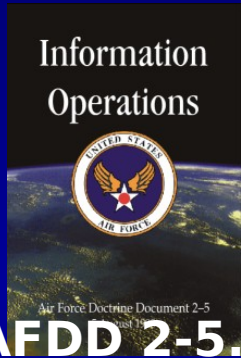


- **HQ USSOCOM**
- **HQ USASOC**
- **2nd Psychological Operations Group**
- **4th Psychological Operations Group**
- **7th Psychological Operations Group**



- **HQ AIA/OL-HC (Hurlburt Field)**
- **HQ AIA Psychological Operations Division, AFIWC, 67th Information Operations Wing, and IW Flights**
- **193rd Special Operations Wing**

Psychological Operations (PSYOP)



AFDD 2-5.3

...planned operations to convey selected information and indicators to **foreign** audiences to influence their emotions, motives, objective reasoning, and ultimately their behavior to favor friendly objectives.

PSYOP Categories



- **Strategic**
- **Operational**
- **Tactical**
- **Consolidation**

Strategic PSYOP

- **Global in scope**
- **Promotes favorable U.S. image**
- **Supports long-term goals**
- **Maintains stability**
- **Directed by President or Secretary of Defense**



Operational PSYOP

- **Targets regional audiences**
- **Gains support**
- **Weakens opposition**
- **Creates concern**
- **Counters enemy propaganda**



Tactical PSYOP

- **Supports cover and concealment**
- **Disrupts local operations**
- **Provides surrender instructions**
- **Limited to short term objectives**

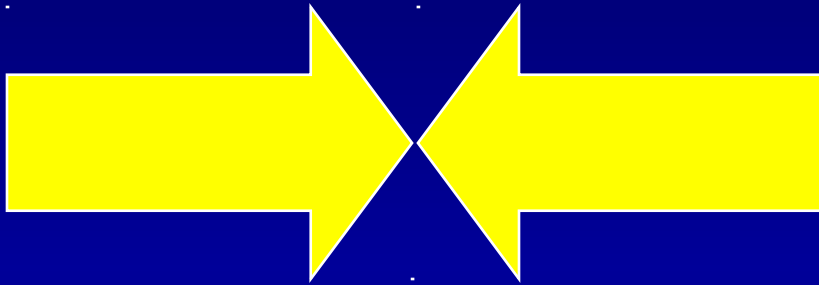


Consolidation PSYOP

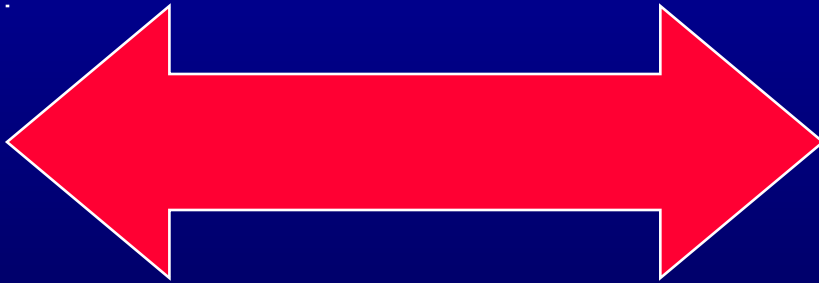
- Supports force protection in potentially hostile environments
- Supports U.S. objectives
- Maximizes operational freedom
- Bolsters foreign internal defense operations



Types of PSYOP

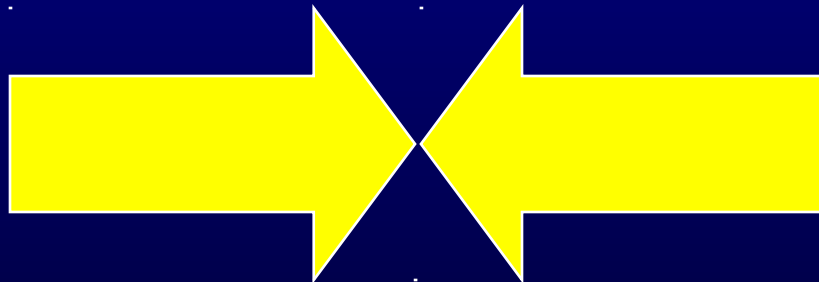


- **Cohesive**
- **Divisive**



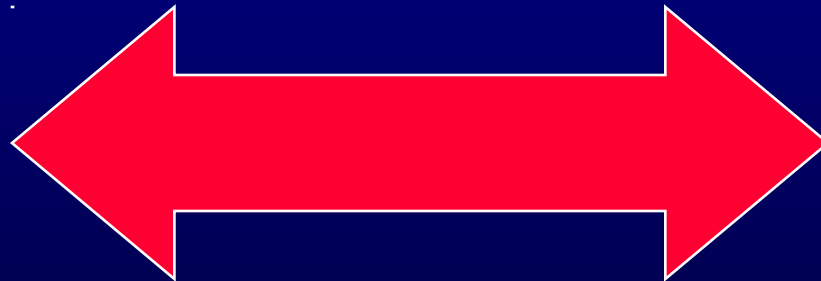
Cohesive PSYOP

- **Develops national unity**
- **Promotes favorable government images**
- **Provides public information**
- **Improves civil-military relations**
- **Counters hostile propaganda**
- **Redirects interests**
- **Unites audience against common foe**



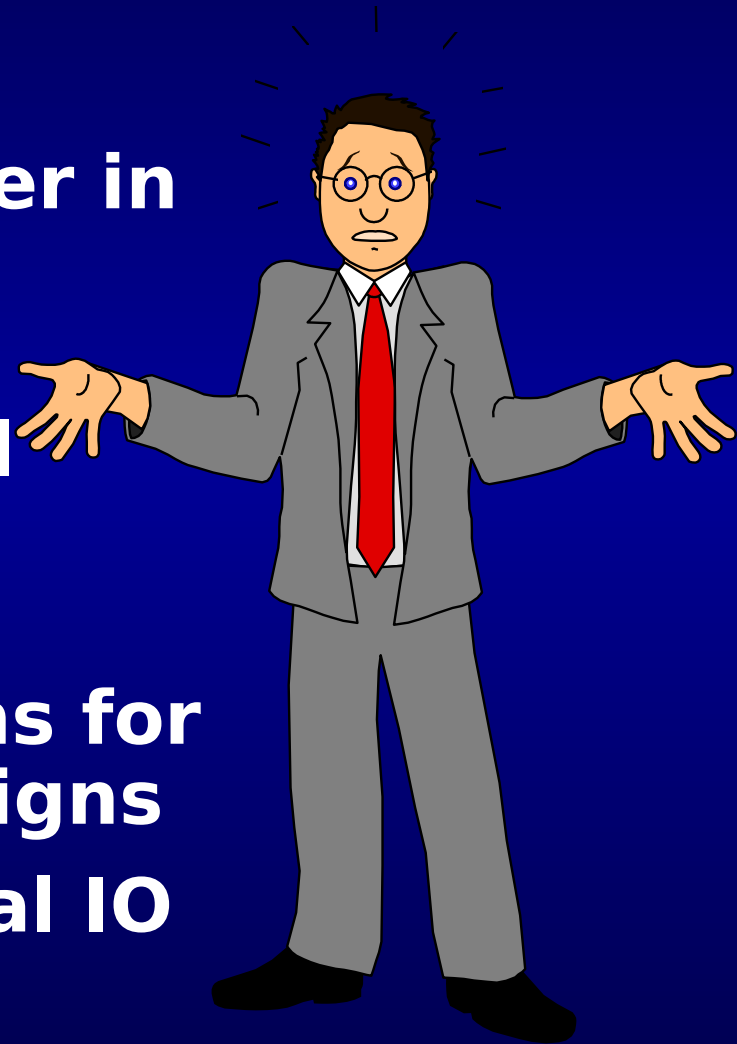
Divisive PSYOP

- **Exploits vulnerabilities & failures**
- **Encourages dissension**
- **Weakens opposition**
- **Exploits intolerance & prejudice***
- **Encourages defection and inaction (apathy)**
- **Emphasizes self-interest**



Why use PSYOP?

- **Low cost/High impact**
- **Untapped force multiplier in aerospace Information Operations**
- **Leverages Technological advances**
- **Creates favorable (psychosocial) conditions for (joint) air and IO campaigns**
- **Provides full-dimensional IO**
- **Conserves forces**



PSYOP Principles

- **Requires defined, clear objectives;
must be decomposed from
theater objectives**
- **Based on thorough analysis
(Target / Product analysis
worksheets)**
- **Appropriate dissemination**
- **Cultural UNDERSTANDING
vs awareness**
- **Analysis of results**
- **Proactive vs reactive**



What can PSYOP do?

- **Provides full-dimensional IO through psychological preparation of the battlespace**
- **Can achieve objectives before introduction of forces**
- **Key player in force protection and targeting**
- **Broadens PSYOP beyond special operations**
- **Facilitates force protection**
- **Provides lethal and non-lethal PSYOP alternatives**

How Does PSYOP Fit In?

Combatant Commander

JTF

```
graph TD; CC[Combatant Commander] --> JTF[JTF]; JTF --> ARFOR[ARFOR]; JTF --> MARFOR[MARFOR]; JTF --> AFFOR[AFFOR]; JTF --> NAVFOR[NAVFOR]; JTF --> JSOTF[JSOTF]; JTF --> JPOTF[JPOTF];
```

ARFOR

MARFOR

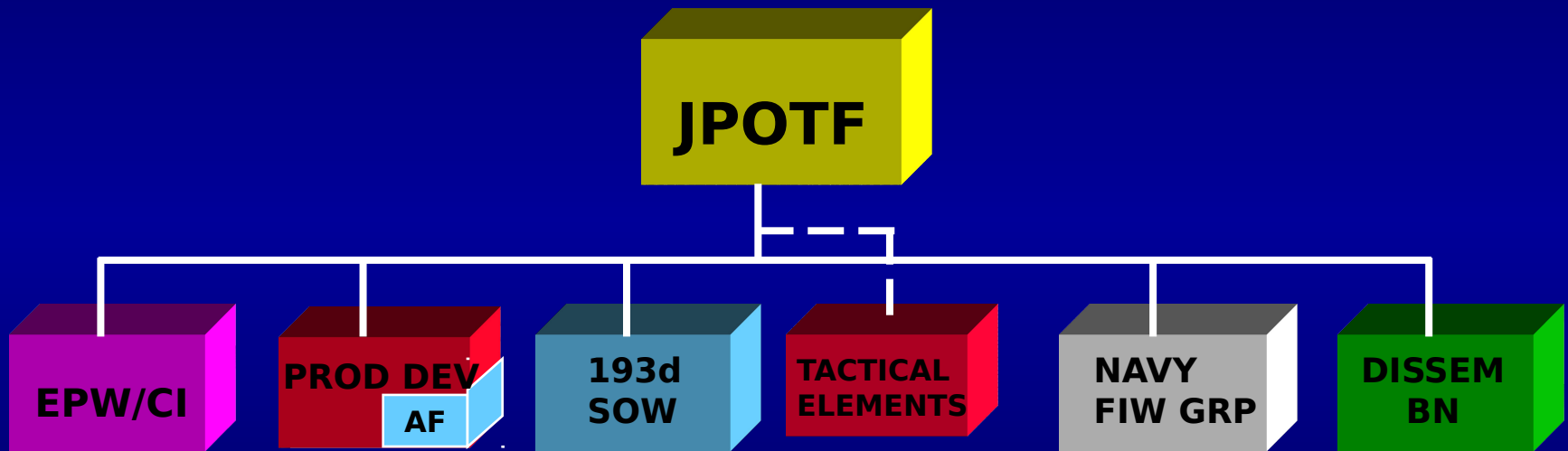
AFFOR

NAVFOR

JSOTF

JPOTF

Joint **PSYOP** Task Force



Recent Operations



Operational Environment

- **Multiple participants (combined)**
- **Support all options**
- **Information Age**
- **Multicultural environments**
- **Non-state actors**



Future Environment

- Internet
- Global community
- Technological advances
- Sophisticated adversaries
- Flexibility



Non-state Actors

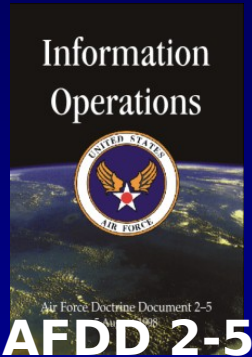
- **Cartels: Fujimori (President of Peru) and Escobar**
- **Terrorists: Sep 11, USS Cole, Kuwait, Doha**

Hostile Propaganda

- **Acquired Immune Deficiency Syndrome (AIDS)**
- **Engineered in a US lab at Fort Detrick**
- **Spread by criminals and homosexuals**
- **Soviet PSYOP campaign**
 - Newspaper articles
 - Foreign Press
- **Baby Parts**
- **Key Players**
(Iraq, Iran, North Korea, China)



Counter Propaganda



- Those efforts to negate, neutralize, diminish the effects of, or gain advantage from foreign PSYOP or propaganda efforts.

- Disrupt, degrade, and disable adversary PSYOP
 - Public Affairs Operations
 - Combat Camera
 - Military Information Dissemination
- OCI Operations
- Credibility and ground truth are key concepts to fighting adversary propaganda





(SPACEIMAGING.COM)

美向中國書面致歉

撞機事件初解決 中方宣布釋機員

直屬巴爾迪公船撞軍31死傷

報明

美國 very sorry 中國放人

撞機事件初解決 中方宣布釋機員

文匯報

美方致歉 中方放人

江澤民強調事件未完結 希望美方妥善處理

中國「危機外交」

首理赫遜致歉信

South China Morning Post

BRACING FOR PILOT'S DEATH

HOW EVENTS UNFOLDED

LESSONS TO BE LEARNED

Latest updates at scmp.com

US spy crew free to leave

China agrees to end aircrew's 11-day detention after Washington says events "very sorry" over collision incident

One step forward, two steps back as row leaves bad taste

i-mail

Stars in place for HK movie industry

Beijing strikes deal on US spy plane crew

THEY'RE GOING HOME

Washington says

日蘋果報

軍機碰撞事件11天僵局打破

中國突釋放24美軍

省國供房會 二百萬醫戶 廉署拘17人 恒生免收費

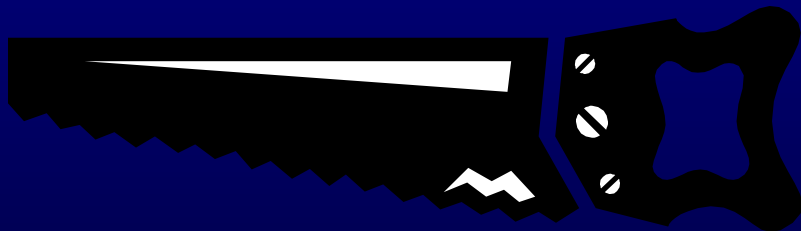
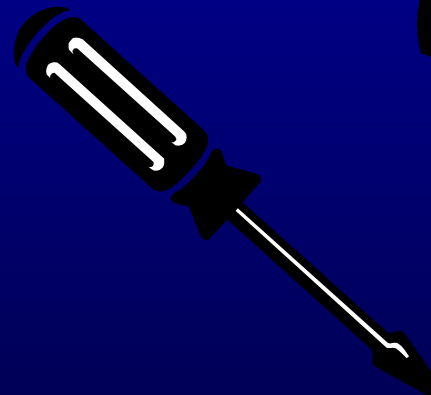
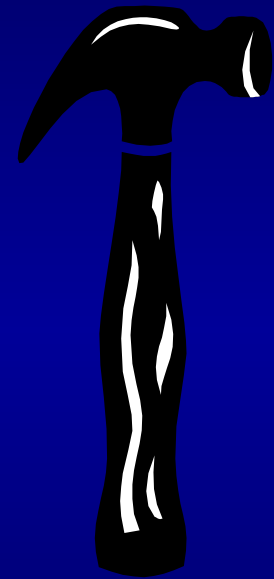
APPARATUS OF LIES

SADDAM'S DISINFORMATION
AND PROPAGANDA

1990-2003

PSYOP Tools

- Leaflets
- Loudspeakers
- Radio/TV Broadcasts
- Newspapers/Magazines
- Face to face
- Internet / E-Mail

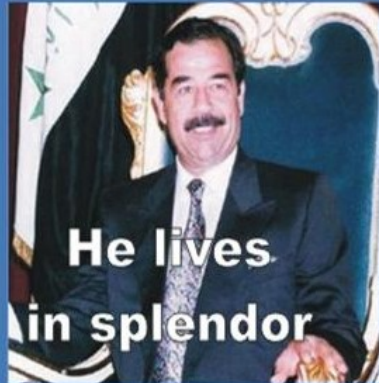


Iraq Leaflet

English Version

Arabic Version

Front



He lives
in splendor



As your family
struggles to survive

IZ 0050



يَعِيشُ فِي بَا
خ وَرَخَاء



بَيْنَمَا تَكْافِحُ عَائِلَاتُكُمْ مِنْ
أَجْلِ الْبَقَاءِ أَحْيَاءَ

IZ 0050

Back

Who needs you more?



Your family or the regime?

Return to your home and family.



مَنْ يَحْتَاجُكُمْ أَكْثَرُ؟

عَائِلَاتُكُمْ أَمْ النِّظَامُ؟

إَرْجِعُوا إِلَى دِيَارِكُمْ وَإِلَى عَائِلَاتِكُمْ.

Iraq Leaflet

English Version

Arabic Version

Front

DO NOT RISK YOUR LIFE

**AND THE
LIVES OF YOUR COMRADES!**

لا تجازفوا بحياتكم

وبحياة رفاقكم

Back

**LEAVE NOW AND
GO HOME**

**WATCH YOUR CHILDREN
LEARN, GROW AND PROSPER**

**إرحلوا الآن
وارجعوا إلى الديار**

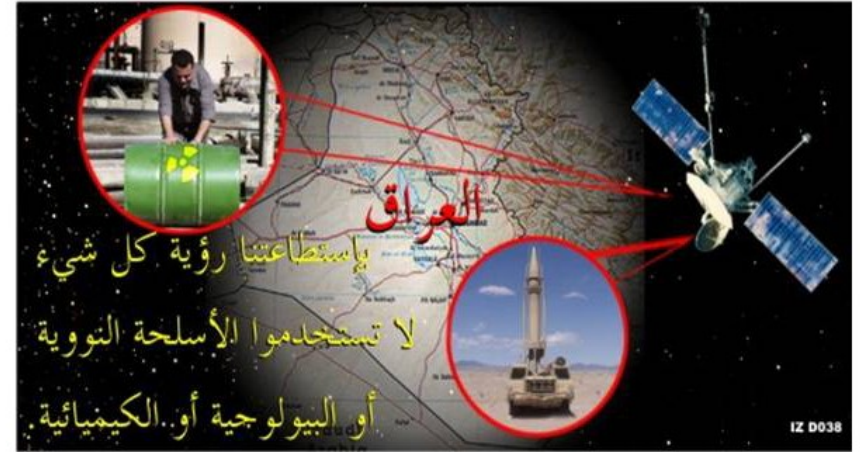
**احرموا على أبنائكم
واعننوا بنشأتهم وتعليمهم ونجاحهم**

Iraq Leaflet

English Version

Arabic Version

Front



Back

Do not attempt to use nuclear, biological, or chemical weapons. The Coalition has superior satellite technology which allows Coalition forces to see the preparation and transportation of nuclear, biological or chemical weapons. Unit commanders will be held accountable for non-compliance.

لا تحاولوا استخدام الأسلحة النووية أو البيولوجية أو الكيميائية. لدى الائتلاف أقمار صناعية ذات تكنولوجيا متفوقة تسمح لقوات الائتلاف رؤية التحضيرات وعمليات النقل للأسلحة النووية والبيولوجية والكيميائية. سيحاسب قادة الوحدات على عدم الاستجابة.

Afghanistan Leaflet

FRONT



BACK



FRONT



BACK

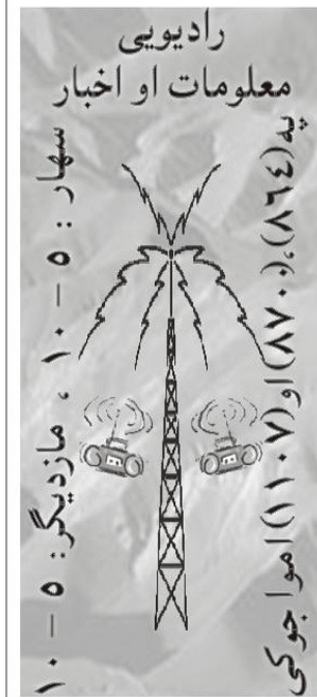


Afghanistan Leaflet

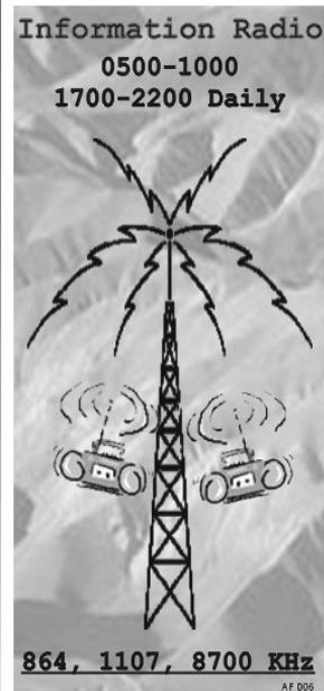
FRONT



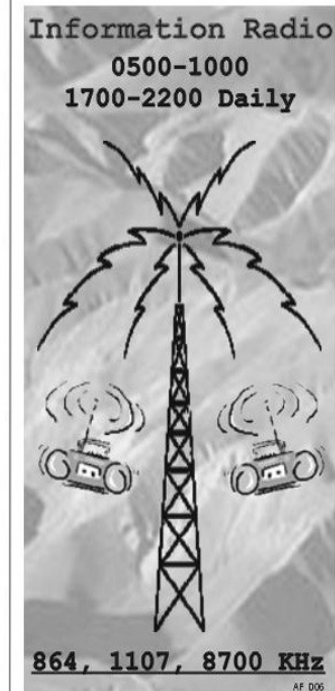
BACK



FRONT



BACK



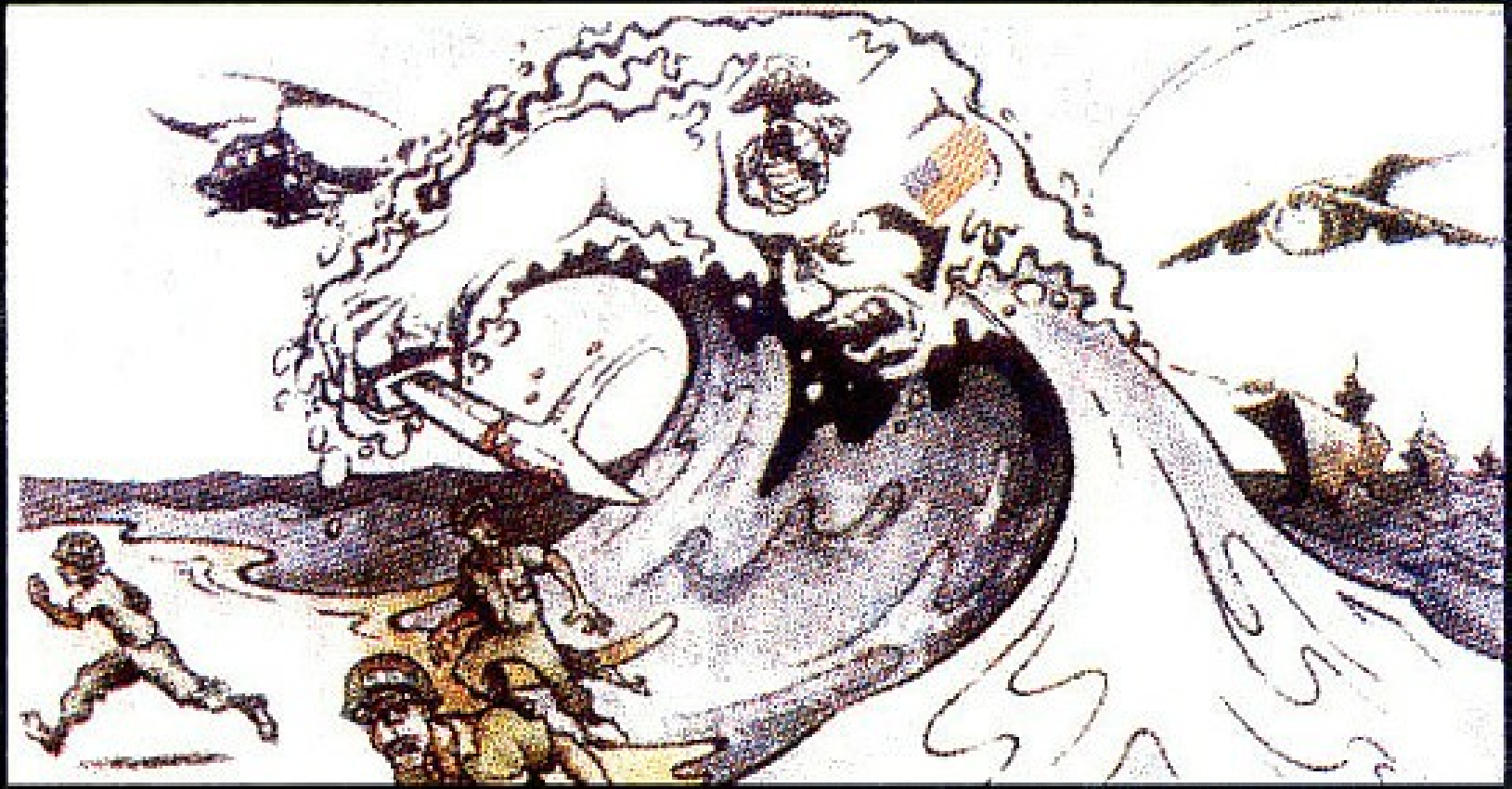
WWII Leaflet



Vietnam Leaflet



Persian Gulf Leaflet



Persian Gulf Leaflet



Loudspeakers



Radio/TV Broadcasts



Newspapers/Magazines

CITIZEN
JAPANESE MADE ELECTRONIC
WATCHES

PHAROS

Water-Resistant Quartz Watches

AVAILABLE
THROUGHOUT PAKISTAN

THE **ST★K**

INSIDE
COLOUR
PAGES

MINIRA
Natural Mineral Water

FOR DETAILS
PLEASE CONTACT
PHONES **526671-5**
473874

The Natural Advantage

Vol. XXVIII No. 49 Regd. No. M-021-2 Price Rs. 2.50 PAGES 12 Karachi, Thursday, February 28, 1991 Shaban 12, 1411

Bush concedes as casualties mount **CEASEFIRE: Iraq wins**

STAR REPORT

The six week war in the Gulf ended this morning at 10 a.m. today after US President George Bush rushed to make a late night, almost midnight, public address from his White House Oval Office that US-led coalition has decided to halt the offensive against Iraq.

President Bush told Americans and the world: "We have achieved our objectives. Kuwait is liberated and Iraqi army stands destroyed and Saddam Hussein has accepted all UN resolutions."

The sudden announcement of acceptance came in the wake

of reports, mentioned by The Star here which indicated that the US casualties suddenly mounted beyond the expectations in the Desert Command in Saudi Arabia when the Allied forces had a fierce battle in Southern Iraq with Iraqi Republican Guards. This was apparently the first, and the only, major ground encounter between the two opponents since the war began six weeks ago on January 17, 1991.

Text at Bush's address: WASHINGTON: President George Bush said Wednesday the US-led coalition would suspend all offensive combat operations against Iraqi forces at midnight. (Continued on back page)

Senate tickets, last day today

STAR REPORT

As today (Thursday) is the last date for filing of nomination papers for the forthcoming Senate elections scheduled to be held on March 14, both People's Democratic Alliance (PDA) and the coalition of Jam Sadiq Ali and Muhajir Qaumi Movement (MQM) have

finalized their names.

But as expected MQM kept names of its three candidates for the Senate seat. However, they will file their nomination in the afternoon.

The other expected candidates of the ruling Jam/MQM group includes Zulfiqar Shah Jomro, Jam Karim, Tariq

(Continued on back page)

Soviets did it!

STAR REPORT

The big question is what really made US President George Bush to suddenly opt for a ceasefire although the five permanent members of the UN Security Council has rejected the latest Iraqi proposal to end the Gulf war only a few hours before.

The reports closely monitored by The STAR indicated that Mr. Bush's decision was prompted by high casualties reported by his Commanders in Saudi

(Continued on back page)

Bid to hide Allied casualties

Thousands of bodies lying in cold storage

STAR REPORT

Hordes of thousands of soldiers belonging to US-led allied forces have been preserved in cold storages at several Saudi cities as per the decision made collectively by the American administration and the military command in Saudi

Arabia. Highly informed sources have said that thousands of American, British, French and other soldiers have lost their lives during the ground battle at Khafji and in various Scud missile attacks from Iraq. Their bodies have been put under cold storage pending

their dispatching to their respective countries after some major involvement in the war against Iraq.

However, another report said that American administration and military command have recently decided to send these bodies to Germany and

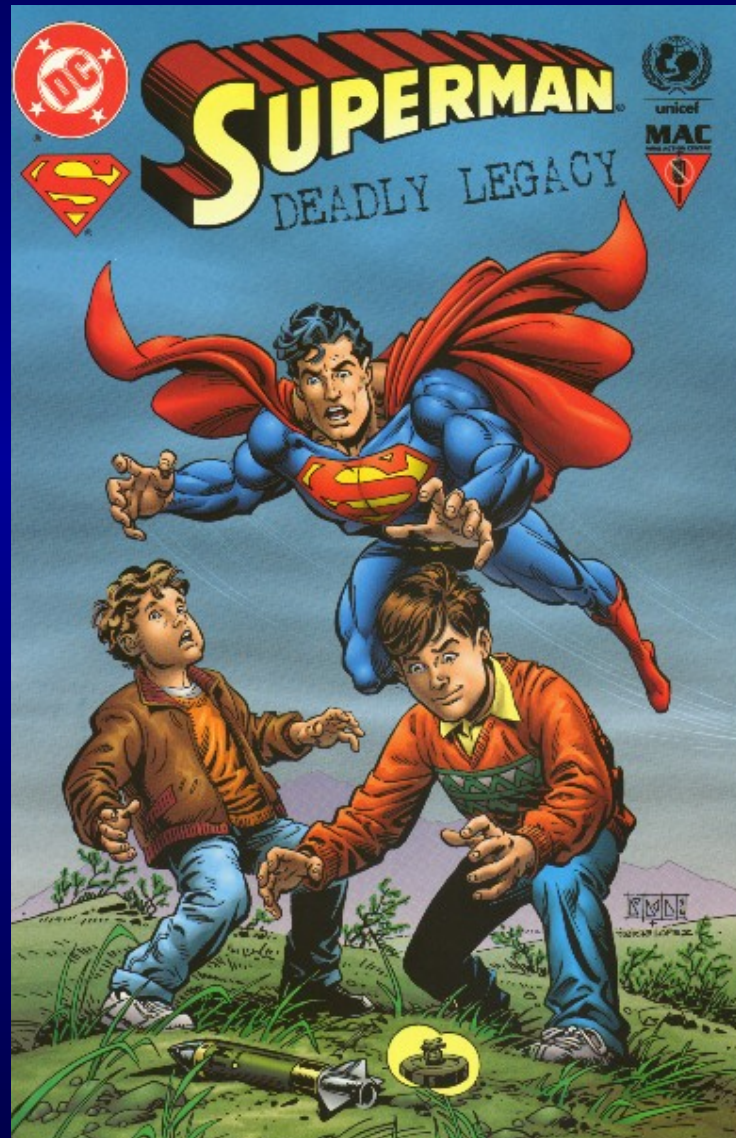
(Continued on back page)

گلشن عظیم	گلشن عظیم	گلشن عظیم	گلشن عظیم
گلشن عظیم	گلشن عظیم	گلشن عظیم	گلشن عظیم
گلشن عظیم	گلشن عظیم	گلشن عظیم	گلشن عظیم
گلشن عظیم	گلشن عظیم	گلشن عظیم	گلشن عظیم

سچ کوزوال نہی

3000

Newspapers/Magazines



Face to Face



Miscellaneous



Future Tools

- **Direct Broadcast Satellite**
- **Broadcasting from UAV**
- **Video insertion**
- **Morphing systems**
- **Voice digitization**
- **Computer archiving**
- **LASER Imaging**
- **Holographic Projection**
- **Graphics Technology**
- **Cross Cultural PSYOP Model**



**No matter what tool
you use...**

**The truth is the
best PSYOP!**

Summary

- **Publications & Players**
- **Definition**
- **Categories & Types**
- **Principles & Objectives**
- **Organization**
- **Environment**
- **Counter Propaganda**
- **Tools**
- **Examples**